

# CALRECYCLE

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD



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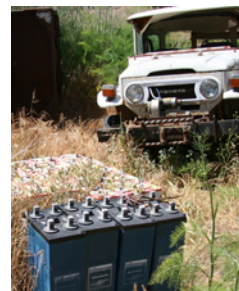
NOVEMBER, 2008

## Santa Cruz Island Gets A Facelift

An unprecedented collaborative effort involving the California Integrated Waste Management Board, The Nature Conservancy and the National Park Service has helped to restore and protect one of California's greatest natural treasures.

Last fall, the Board approved a \$200,000 grant, and provided technical expertise, to clear tons of debris that had accumulated for decades in remote sites on Santa Cruz Island, part of the Channel Islands National Park and the Channel Islands National Marine Sanctuary.

The debris, ranging from abandoned vehicles, scrap metal and old tires to old fuel tanks, containers of pesticides and lead-based paints, had accumulated on Santa Cruz Island from its past history of hosting a ranching operation. *continued on page 2*



## MESSAGE FROM THE CHAIR

### *"The Organic Relationship Between Recycling and Climate Change"*

*By Margo Reid Brown*



In the law enacted 19 years ago to launch California's quiet revolution in waste management, nowhere will you find the terms "greenhouse gas" or "global warming." And yet, we now know that more sensible handling of waste has a consequential impact on climate change.

Nowhere is this more evident than in the management of organic materials, which presents both an imposing challenge, and a most promising opportunity. In California, compostable organics represent about one-third of all waste headed to our landfills.

The methane it generates in landfills has a heat-trapping effect 23 times greater than CO<sub>2</sub>. And at the same time, it offers almost unlimited potential for secondary applications and methods to preserve our natural resources.

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## **Santa Cruz Island Gets A Facelift** *continued from page 1*

The debris, more than 100 tons in all, was moved by barges to the mainland, where it was recycled to the extent possible and otherwise properly disposed.

Gov. Arnold Schwarzenegger hailed the collaboration as “another victory in our efforts to preserve our Golden State and leave future generations a better place to live, work and enjoy.”

A public ceremony on May 1, 2008, coinciding with the barges' arrival at Ventura Harbor, featured CIWMB Board Chair Margo Reid Brown, representatives from The Nature Conservancy and National Park Service, and actress/environmentalist Daryl Hannah.

“Decades of trash and waste accumulation have marred the natural beauty of the island,” Brown said in her remarks to the media at the May 1 ceremony. “This vital clean-up effort helps restore Santa Cruz Island to its natural state, allowing it to be enjoyed for generations to come.”

The Nature Conservancy acquired the island in 1978 and has been working to preserve the land and restore its natural habitat. It controls three-fourths of the 62,000-acre island; the National Park Service manages the remainder.

There are plenty of signs that the island's ecological restoration is starting to pay off. The endangered island fox has been repopulated; bald eagles, once extinct on the island, have been reintroduced; and native habitats—damaged by non-native feral pigs that once foraged across the island—are recovering.

The Nature Conservancy maintains a scenic coastal interpretive trail immediately adjacent to the National Park Service acreage. The trail is frequently accessed and enjoyed by school groups and the public.

The island, located off the coast of Santa Barbara and Ventura counties, is the largest and most ecologically diverse among the eight Channel Islands. Of the 60 plant and animal species found only within the eight Channel Islands, a dozen species are found exclusively on Santa Cruz Island.

The Channel Islands have been nicknamed the “North American Galapagos” because they are home to scores of unique, and in many cases endangered, plant and animal species.

The Waste Board's grant came from its Solid Waste and Codisposal Site Cleanup Program, which can accelerate the cleanup of dump sites that pose a risk to public health or the environment. The program allows the State to step in when the responsible party cannot be identified or is unable or unwilling to pay the cleanup costs.







## MESSAGE FROM THE CHAIR *continued from page 1*

The Waste Board is working to meet several targets in support of the California Global Warming Solutions Act, which sets historic greenhouse gas reduction requirements by 2020 and 2050. The first of those mandates—50 percent statewide waste diversion—has already delivered a reduction of three million tons CO2 equivalent.

By one estimate, a 15 percent reduction in disposal of food waste, lumber and common curbside recyclables, could deliver a reduction of more than 11 million tons of CO2 equivalent – the equivalent of taking three million cars off the road.

Organics management will help us achieve further reductions in greenhouse gas emissions. We have set a goal to reduce organics in the waste stream by 50 percent by 2020.

We must continue to emphasize the irrefutable link between organics and climate change. In the battle against global warming, the action we take on organics will say a great deal about whether we are masters, or servants, of our future.

(For the full text of Margo Reid Brown's comments, go to <http://ciwmb.ca.gov/PressRoom/>)

## California E-Waste Fees Raised To Meet Demand

The success of California's electronic waste (e-waste) recycling program has reached all corners of the Golden State and has now recovered more than a half billion pounds of covered electronics devices. It's further evidence that Californians recognize the importance of ensuring proper recycling of these electronic devices to keep those materials out of the waste stream.

Since January 2005, a fee has been added onto the purchase of new covered electronic devices to build California's electronic collection and recycling infrastructure. The original fee was either \$6, \$8 or \$10, depending on the device screen size. With continued program growth, however, the original fee was not sufficient to support the nation's most successful e-waste recycling program.

The California Integrated Waste Management Board approved a new fee structure, effective Jan. 1, 2009, to guarantee the e-waste program has enough money to handle the ever-increasing quantity of old electronic devices being turned in for recycling. *continued on page 4*





## California E-Waste Fees Raised *continued from page 3*

The new fees will be \$8, \$16 or \$25, depending on the device screen size. Covered electronic devices include products such as cathode ray tube televisions and computer monitors; LCD desktop monitors; laptop computers with LCD displays; LCD televisions; plasma televisions; and portable DVD players with LCD screens.

The good news is that Californians have the nation's highest recycling rate for electronics. It's estimated that Californians will recycle just over 5.5 pounds per person of covered electronic devices in 2008.

The pending conversion of broadcast television signals from analog to digital could prompt a significant increase in old television sets being discarded as obsolete – as much as 100 million pounds of additional e-waste in California alone through 2010.

This could occur even though a low-cost converter box is available at most home electronics retailers that will allow analog television owners who draw a signal from antennas to continue using their older sets after the digital television (DTV) transition is complete next February.

The conversion to DTV will not affect consumers who have cable television or home satellite service. Learn more about the transition to digital broadcasts at [www.dtv.gov](http://www.dtv.gov).

Information about the e-waste program is available at [www.ciwmb.ca.gov/electronics/](http://www.ciwmb.ca.gov/electronics/) or [www.eRecycle.org](http://www.eRecycle.org).



## Do You Know When To Change Your Motor Oil? 3,000 Miles Not Always Recommended

There's an easy way to make a big difference for the environment: Simply follow your car manufacturer's guidelines for oil changes.

And to help California motorists with this simple tip, the California Integrated Waste Management Board launched a new campaign—the 3,000 Mile Myth—to further educate drivers about the need to change their vehicles' oil based on manufacturer guidelines.

By reducing the amount of used oil generated, motorists can do their part to help keep California green. A study by CIWMB found that 73 percent of California drivers change motor oil more frequently than the manufacturer recommends, thereby, generating more used oil waste.

And according to 2005 data from the Waste Board, it is estimated that California generates approximately 153.5 million gallons of waste oil each year, yet only 91 million gallons (or 59 percent) of that waste oil is recycled.

Motor oil, metals, and other pollutants have had a serious impact on local waterways. Pollutants that collect are unhealthy for aquatic life and humans.

One way California motorists can help protect the environment from waste oil is by reducing their vehicle's oil change frequency.

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**DEBUNKED**

The 3,000 mile oil change is a myth.

Changing your car's oil at 3,000 miles is a myth. Many cars can go longer without affecting engine wear.

Check your car's user manual for guidelines on when to change your oil.

It will save you money, and help the environment too. And that's a change we can all get behind.

Please visit: [www.3000MileMyth.org](http://www.3000MileMyth.org).

OIL CHANGE RECOMMENDATIONS	
Year/Make	Manufacturer Recommendation
2008 Acura MDX	5,000
2008 Toyota Camry	5,000
2008 Honda Civic	10,000



### 3,000 Mile Myth *continued from page 4*

Today's automakers often recommend driving longer distances between oil changes with no harm to the vehicle's engine. Last year, Ford Motor Company announced a recommendation that motorists change the oil every 7,500 miles for 2007 or new vehicles. In addition, some new cars like those from General Motors have sensors to alert drivers when to change the oil.

Drivers are encouraged to check the vehicle owner's manual for oil change guidelines. Recommendations vary based on vehicle model, make, year and normal versus severe driving conditions. For further information, visit [www.3000milemyth.org](http://www.3000milemyth.org).

### Need One? Got One?

There's a different kind of matchmaking website out there, one that can connect people seeking to dispose of unwanted items with others who need old items for new uses.

The newly redesigned California Materials Exchange website, known as CalMAX, is an outgrowth of the notion that one person's trash is another person's treasure.

Discarded items are spared the fate of ending up in landfills, and their reuse reduces the demand to consume energy and virgin resources to churn out more new products in the marketplace. The environment wins on both counts!

The California Integrated Waste Management Board, the state's leading authority on recycling and waste reduction, first launched CalMAX in 1991. The site, <http://www.ciwmb.ca.gov/CalMAX/>, has recently undergone a dramatic makeover to be more user-friendly for donors and recipients.

The CalMAX website has attracted thousands of participants, ranging from private citizens seeking a convenient way to discard surplus materials to demolition contractors offering reusable materials to avoid the added cost of hauling them to the dump.

Participation in CalMAX is free, and registration takes less than five minutes. School districts and nonprofit agencies everywhere have turned to CalMAX as a source for supplies at little or no cost.

This matching service, which helps achieve California's goal of "reduce, reuse and recycle," has enjoyed widespread acceptance. Today, 16 counties have joined CalMAX in collaborative partnerships, sharing their data and websites with our Board.

It is an effective partnership, allowing them to link to CalMAX resources without having to maintain costly separate websites.

CalMAX is just one of the strategies being used by California's primary agency for recycling to help achieve the goal of a sustainable California.







## Bringing The Economy and The Environment Together

California the Golden State is quickly becoming California the Green State, showing great leadership in developing landmark programs to reduce harmful greenhouse gas emissions and save valuable resources. California already leads the nation in waste diverted from landfills each year, and we are home to many of the innovative recycling programs now being adopted elsewhere in the nation and around the world.

More than 5,000 recycling-related firms are doing business today in California every day, accounting for more than 85,000 jobs, providing over \$4 billion in wages and generating more than \$10 billion annually in new products and services. This fast-growing industry is a major contributor to California's booming economy, thanks in part to the California Integrated Waste Management Board and its innovative program to promote new markets for recycled product businesses.

The Waste Board's successful Recycling Market Development Zone (RMDZ) program has diverted more than 20 million tons of waste from our state's landfills, equivalent to filling approximately 50 football fields to a height equal to the Empire State Building. By offering outstanding low-interest loans, technical assistance and other resources for California businesses and nonprofits interested in tapping into the growing demand for commercial products made from recycled materials, California has demonstrated how the environment and economy can work together.

This statewide program reaches more than 30 cities and counties, generating incredible results. In Southern California, the Los Angeles Fiber Co. grew to become the industry leader by turning scrap carpet into carpet padding. It employs nearly 50 people and diverts 100 million pounds of waste annually from our state's landfills.

The RMDZ program also provide a low-interest state loan to Silicon Recycling Services Inc., of Camarillo that allowed them to purchase the equipment needed to recycle silicon from the semiconductor industry and turn the recycled product into solar panels. It's an exciting new product line for the company, which began business in the 1980s as a recycling scrap yard.

The Waste Board makes it easy for businesses to get these state-backed loans and help with start-up ventures, including the cost of acquiring land and manufacturing equipment and debt refinancing. Find out more about the RMDZ program at [www.ciwmb.ca.gov/RMDZ/](http://www.ciwmb.ca.gov/RMDZ/).



## Landmark EEI Curriculum Raises Environmental Literacy

It's true, children are natural friends of the environment. Education studies have shown that students test well and retain what they learn when their studies include information about the environment. To increase opportunities for teachers to make learning about the environment a fun and relevant experience in their classrooms, the California Integrated Waste Management Board is leading the effort to improve environmental literacy statewide in more than 1,000 school districts.



The Waste Board, in partnership with the California Environmental Protection Agency, California Department of Education, the National Geographic Society, and several state agency stakeholders, is overseeing implementation of the state-mandated California Education and the Environment Initiative (EEI). The EEI is the result of AB 1548 (Pavley) and AB 1721. These laws mandate the development of a unified education strategy to bring education about the environment into California's primary and secondary schools.

An ambitious, landmark effort, the California EEI Curriculum is being developed to teach more than 100 of California's academic content standards to mastery—using the environment to help K-12 students learn about the relevance of science and history-social science lessons to their everyday lives. Other states are eagerly monitoring the progress of this first-ever undertaking.

Currently in various stages of production and field testing in 19 school districts throughout the state, the California EEI Curriculum includes stunning photographs from the National Geographic Society. Written by professional curriculum writers, all units teach the selected academic content standards to mastery, giving educators and parents confidence that students are learning important science and history-social science concepts at a high level of proficiency. *continued on page 8*

*"If I had the choice to teach the Science standards from the state adopted textbook or this program, I would choose this program in a heartbeat!" — San Diego fifth-grade teacher, California EEI Field Tester*



## EEI Curriculum *continued from page 7*

Once field testing concludes next spring, the EEI units will be reviewed by the State Board of Education and its Curriculum Development and Supplemental Materials Commission for approval for use by school districts statewide. Once completed, the units will be provided free of charge to teachers and school districts.

California is on the forefront of this environmental literacy effort and we welcome you to look for this exciting curriculum in the near future. For more information, please visit [www.calepa.ca.gov/Education/EEI](http://www.calepa.ca.gov/Education/EEI).

*“I have been using a test practice book for the upcoming STAR science test. It is obvious that my class is proficient in the Water Cycle as well as Photosynthesis. I give this unit credit for that understanding.” — Carmel fifth-grade teacher, California EEI Field Tester*

## Waste Tire Enforcement Is Stepped Up

Good enforcement protects human health and safety, and that is never more true than with the Board's waste tire enforcement program. With the newly created enforcement team as a result of the Board's reorganization, stronger enforcement and higher compliance have become high priority in California. In fact, the Board has set a new directive for 100 percent compliance with active solid waste and tire facilities comply with federal and state waste management laws.

Currently, there are 1,150 registered waste tire haulers in California who are required to re-register annually and to manifest tire loads hauled using a Comprehensive Trip Log. However, despite a law requiring that haulers be registered, many still haul waste tires without a CIWMB registration.

Multiple unresolved violations ordinarily go through the Administrative Hearing process. This process requires extensive documentation and is resource-intensive, costly, and time-consuming for all involved.

However, as a result of the Board's newly initiated enforcement and compliance structure and a stronger commitment to enforcement and compliance, a more streamlined approach was created and implemented.

This simplified enforcement tactic allows the Waste Board to promptly investigate and impose a penalty when the State's compliance standards have been violated. Waste tire haulers are subject to more immediate fines for their violations.

The streamlined penalty process offers several advantages for violators: imposing smaller fines; avoiding the costs and delays of the Administrative Hearing process; and allowing a quick resolution by agreeing to penalties and payment. *continued on page 9*





## Waste Tire Enforcement *continued from page 8*

Initial results of this six-month pilot program are promising, and a majority of violators have opted to resolve their cases using this method. A status report on the pilot program, including recommendations for follow-up action, will be presented at the December 2008 Board meeting.

The streamlined penalty process shows great promise in increasing the effectiveness of enforcement efforts. However, the Administrative Hearing process continues to be used for larger and controversial cases such as in August 2008, when a stipulated agreement (in lieu of the Administrative Hearing process) imposed requirements on Tri-C Tire Recycling of Sacramento, Inc. to pay \$20,000 for hauling waste and used tires to a non-permitted waste tire facility. An additional, \$100,000 will be held in abeyance for three years in case the company violates any provisions of the stipulated agreement. Tri-C also was given 120 days to clean and remove all tires from four unpermitted disposal sites. Tri-C's hauler registration will be suspended during the clean-up period and an additional 50 days.

Since 2004, approximately 50 other haulers have paid \$175,000 in penalties, with another \$140,075 held in abeyance to ensure future compliance. Details about these cases can be found on the Board's website at <http://www.ciwmb.ca.gov/Orders/default.asp#Tires>.

## Thank You infoCycling

The launch of the new Cal Recycle newsletter marks a transition from infoCycling, the Board's longtime quarterly newsletter dedicated to providing time- and cost-saving tools and other information to assist local government, State agencies and large State facilities evaluate their current diversion performance and reach their diversion goals.

Tracy Webb—infoCycling's long-time editor and driving force—has moved on to assume other duties at the Board.

For nearly a decade, Tracy was the guiding hand behind infoCycling, directly responsible for all aspects of the newsletter. She researched & wrote most of the articles herself, provided the layout & graphic design, and coordinated the production & distribution to your mailboxes (and, later, e-mail inboxes). Tracy can be reached at [Twebb@ciwmb.ca.gov](mailto:Twebb@ciwmb.ca.gov).